

## New iPhone app explores 'smørrebrød' – The Danish food phenomenon



New York October 24, 2011 - Do you know 'schmorrebroud'??!?! The favorite lunch of the Danes is indeed challenging to pronounce, but it sure is delicious. The grandiose open face sandwich with a base of healthy rye bread and all sorts of goodies on top is a Danish classic. Now you can learn more about the culture behind this increasingly popular food - right from your iPhone.

### **Smørrebrød – there's an app for that...**

To American food aficionados, VisitDenmark now introduces an app available for iPhone making it possible to explore this mouth-watering Danish food phenomenon in a new and fun way. The app is meant to serve as inspiration before you go and discover all the delicious eats that awaits you in Copenhagen – Europe's new foodie heaven - but it will also add to the visitor experience while on site in the Danish capital.

With sandwich names such as 'Shooting Star' and 'The Veterinarian's Night Snack' a complete A to Å (last letter of the Danish alphabet!) glossary of smørrebrød will come in handy. Many customs and traditions surround the art of eating smørrebrød – the condiments, the breads, the order of serving etc. The app gives an insight into the culture and history of smørrebrød and also features a guide to the best smørrebrød places in Copenhagen. If you want to try the art of making smørrebrød yourself, a handful of recipes is also provided.

### **Smørrebrød – a Danish evergreen for lunch**

In Copenhagen, this Danish lunch classic is experiencing a renaissance and is as popular as ever. One of the oldest places serving smørrebrød, Restaurant Schønnemann, dates back to 1877 and is a favorite of star chef Rene Redzepi of the World's Best Restaurant, NOMA; the 'old dames' of smørrebrød are restaurants Gitte Kik and Ida Davidsen, the latter is famous for serving combinations quirkily named after famous people. Then there are newcomer restaurants like Royal Cafe playing with the traditional notion of smørrebrød by serving it sushi style. Aamanns restaurant by chef Adam Aamann is yet another new and fresh take on the classic Danish lunch with focus on local and tasteful ingredients.

### **Smørrebrød – now on US soil**

Come December 2011, New Yorkers will get to taste smørrebrød right around the corner when the all-Danish restaurant Aamanns-Copenhagen opens up on 13 Laight Street in the New York neighborhood of Tribeca. With the app in hand, restaurant guests can even study the menu before going and get a taste for smørrebrød before taking off for Copenhagen for even more Danish delights.

To download the iPhone app and learn more about culinary travel to Copenhagen, see:

[www.visitdenmark.com/smorrebrod](http://www.visitdenmark.com/smorrebrod)

Or use your phone to scan it here:



(If you do not have a reader for scanning QR codes on your iPhone already, you can download a free app in Apple's 'App Store' by searching 'QR reader').

The app is free to download.

### **Smørrebrød – 30.000 feet above ground**

Travelers that fly Economy Extra class with SAS Scandinavian Airlines also get to enjoy smørrebrød. So put your iPhone in flight mode as you browse your app and enjoy your Danish lunch in the skies.

Copenhagen's many smørrebrød places can easily be reached with SAS Scandinavian Airlines with direct flights out of Newark, Washington DC and Chicago.

For more information on SAS Scandinavian Airlines please visit [www.flysas.com/us](http://www.flysas.com/us)

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